

## Message Text

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ORIGIN IO-13

INFO OCT-01 ISO-00 SSO-00 NSCE-00 USIE-00 INRE-00 AGR-05

CEA-01 CIAE-00 COME-00 DODE-00 EB-07 FRB-03 H-02

INR-07 INT-05 L-03 LAB-04 NSAE-00 NSC-05 PA-01 AID-05

CIEP-01 SS-15 STR-04 ITC-01 TRSE-00 PRS-01 SP-02

FEAE-00 OMB-01 /087 R

DRAFTED BY IO/CMD:LKAHN;EB/ITP/EWT:GBOUTIN:LLB

APPROVED BY IO/CMD:WWOODBURY

EB/ITP/EWT:HKOPP

EUR/RPE:DHSWARTZ

COMMERCE: SBILINSKI BY PHONE)

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FM SECSTATE WASHDC

TO USMISSION GENEVA IMMEDIATE

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E.O. 11652: N/A

TAGS: ECE, EEWT, CSCE

SUBJECT: ECE - FOURTH SEMINAR ON EAST-WEST TRADE  
PROMOTION, MARKETING AND BUSINESS CONTACTS, RESUMED  
PREPARATORY MEETING

REF: A) GENEVA 5431 B) STATE 76854

FOR BRUNGART

1. DEPT. BELIEVES THAT YOU (OR IN YOUR ABSENCE ABRAMS)  
SHOULD REPRESENT U.S. AT SUBJECT MEETING. YOU SHOULD  
DRAW ON FOLLOWING IN SETTING FORTH U.S. OBJECTIVES IN  
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SEMINAR, EMPHASIZING THAT IT WILL SERVE AS VEHICLE FOR

REALIZING TANGIBLE PROGRESS ON TRADE ISSUES, AS ENVISAGED IN "SPECIAL ATTENTION" PROJECTS DECISION (DECISION D) ADOPTED AT ECE 31ST SESSION, AND THAT U.S. ACCORDINGLY VIEWS SEMINAR AS TEST OF ECE PROGRESS ON ITS CSCE MANDATE.

2. AS STATED REF. B, WE CONTINUE TO BELIEVE THAT TOPIC "PROBLEMS IN MARKET RESEARCH AND IN OBTAINING MARKET DATA" OFFERS GOOD OPPORTUNITY FOR OBTAINING MEANINGFUL AND USEFUL MARKETING AND ECONOMIC PLAN DATA FROM EASTERN COUNTRIES, PARTICULARLY IF OUR PRESENTATION ON THIS SUBJECT IS COUCHED IN APPROPRIATE CSCE LANGUAGE. IN ADDITION TO BENEFITS TO WESTERN FIRMS HOPEFULLY ACCRUING FROM SEMINAR ON ABOVE THEME AS LISTED PARA. 2 REF(B), WE WOULD HOPE THAT EASTERN SIDE COULD BB-INCUCED BE INDUCED TO PROVIDE FACTUAL INFORMATION ON SPECIFIC TRADE OPPORTUNITIES ARISING OUT OF FIVE-YEAR ECONOMIC PLANS RECENTLY ADOPTED IN MOST SOV/EE COUNTRIES.

3. MORE IMPORTANTLY, WE ARE CONCERNED OVER APPARENT GENERAL LACK OF INTEREST IN WESTERN COUNTRIES IN PURSUING "SPECIAL ATTENTION" PROJECTS ADOPTED AT 31ST SESSION. WE ARE PREPARED, THEREFORE, TO TAKE LEAD IN PUSHING THE TRADE THEMES EMERGING FROM THAT DECISION (WHICH WERE OF GREATEST INTEREST TO US). US REP SHOULD THEREFORE COUCH HIS INTERVENTION IN TERMS OF DECISION D OF ECE 31ST SESSION MAKING POINT THAT SEMINAR OFFERS IMMEDIATE, PRACTICAL WAY OF IMPLEMENTING TRADE PORTION OF THAT DECISION AND THUS SHOWING GENUINE PROGRESS BETWEEN NOW AND 32ND SESSION.

4. FYI: IT IS MOST IMPORTANT THAT WE AVOID ANOTHER IMPASSE OF THE SORT DESCRIBED IN GENEVA 3812. WE ARE WILLING TO ACCEPT THE TOPIC "DISTRIBUTION CHANNELS FOR CONSUMER GOODS" IF NECESSARY TO ACHIEVE AGREEMENT AT THIS PREPARATORY MEETING PARTICULARLY IF "PROBLEMS IN MARKET RESEARCH" COULD BE INCLUDED AS AN ADDITIONAL TOPIC. WE COULD ALSO ACCEPT POSTPONEMENT OF THE PREPARATORY MEETING, IF OTHERS SO DESIRE, AS THAT LIMITED OFFICIAL USE

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WOULD GIVE US TIME TO DEVELOP SUPPORT AMONG THE WESTERN EUROPEANS FOR OUR PROPOSALS. IN ANY CASE WE SHOULD STRESS THAT WE VIEW THE SUCCESS OF THIS SEMINAR AS A MEASURE OF PROGRESS IN ECE'S IMPLEMENTATION OF ITS CSCE MANDATE. KISSINGER

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## Message Attributes

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